

## **CEDAC Web Portal, Designed and Implemented by Blue Robin, Provides Increased Productivity and Improved Business Processes**

Date: 02-03-2010 09:58 AM CET

Category: [IT, New Media & Software](#)

Press release from: [Blue Robin, Inc.](#)



Waltham, MA February 2010....Blue Robin, Inc., a leader in building customized eBusiness infrastructures, has completed the development and the implementation of a complete web infrastructure for CEDAC, (Community Economic Development Assistance Corporation) that includes a centralized, multi-domain portal Content Management System, CRM, and Event/Workshop portal management system.

CEDAC is a public-private, community development finance institution that provides technical assistance, pre-development lending, and consulting services to non-profit organizations involved in housing development, workforce development, neighborhood economic development, and capital improvements to child care facilities.

The CEDAC Web Portal includes a module that integrates all aspects of events, contact, and lists (databases). This module provides an access level based information management tool that contains the following feature sets: Event Registration & Management System; Dashboards; Contact Management (eCRM); Digital Dispatch Digital Dispatch( bulk email engine that will allow CEDAC to dynamically pull contacts into a list to merge with Microsoft Word.)

CEDAC's objectives are to continue to build brand identity, awareness, and interest in the organization and the services they provide, as well as to use the site to house forms used by borrowers, and grantees for requesting financial assistance from CEDAC.

“Our multiple web sites are the main conduit and communication channel to provide content and interaction for all of our constituencies and target audiences. Centralizing our content, using Blue Robin's Content Management System, has modernized and improved our web infrastructure tremendously and has improved our processes, both for internal and external users. It has provided CEDAC with the most efficient online structure to simplify and automate our processes for creating, managing and publishing content online, while maximizing the value of online user interactions with delivering a highly personalized experience,” states Karen Kelly, Director of Finance and Operations at CEDAC.

“We are delighted to be working with CEDAC. The primary objective was to help CEDAC better serve their customers while improving business performance. Our goal was to create an efficient and successful web infrastructure that meets and exceeds not only the current needs of the business and its intended end users, but also keeping an eye on the future,” says Hadi Shavarini CEO of Blue Robin.

Hadi Shavarini, CEO, Co-founder, Blue Robin, Inc. P: 781-577-6010 [hadi@bluerobin.com](mailto:hadi@bluerobin.com)  
[www.bluerobin.com](http://www.bluerobin.com)

Blue Robin provides and supports adaptable web infrastructure for businesses and organizations with 2 to 200 employees. Our cost effective web-based business automation solutions enable our clients to streamline their business processes, gain efficiency and accelerate their growth by leveraging the IT evolution.

Blue Robin, Inc.  
20 Lyman Terrace  
Waltham, MA 02452

[You can find this press release here](#)